PROGRESS REPORT

2ND QUARTER 1981

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JULY 7, 1981

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1. SAWP (met May 6/7, Shockerwick, June 29/30, Brussels; next meeting September 17/18, New York)

   1.1 Conference on "Analysis of Consumer Policy" held May 18-19, with some U.S. media coverage. University press kit and papers sent to NMAs, member companies. Papers to be published by university in Autumn.

   1.2 Data-taking underway and to be finished end-July for studies on restrictions on smoking in the workplace and absenteeism.

   1.3 "Social Costs" information retrieval project has built up data base of 500 papers; indexing is underway.

   1.4 Slide presentation on long-term communications planning for NMAs being revised.

   1.5 Completed thorough review of working party's priorities on issues, projects, possible future projects.

2. DCG (met June 16/17, Geneva; next meeting October 28/29, Brussels)

   2.1 Condensed English version of EIU study on contribution of leaf tobacco to developing countries printed in mid-June. Secretariat to distribute to NMAs early July with strategy recommendations. Member companies to follow-up with affiliates. Spanish condensed version to be printed in August and distributed to Latin American countries with similar recommendations and follow-up. Brazilian NMA preparing Portuguese condensed version.

   EIU receiving assistance with planning for press contact program in Europe to promote English condensed version.

   2.2 Continued establishment, maintenance of contacts in key agencies of international organizations and monitoring of their activities. Secretariat commissioned report on World Health Assembly, distributed to DCG members.

   2.3 NMAs returning completed questionnaires for design of economic impact model for developing countries.

   2.4 Strategy prepared in event tobacco curing raised as issue at UN Conference on New and Renewable Sources of Energy, August 10-21, Nairobi.

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2.5 DCG members followed up on formation of new NMAs and new INFOTAB link with existing NMAs. Status: Zambia - strong local interest; Ghana - local interest, but delayed; Zimbabwe - existing NMA to contact Secretariat; Malawi - impractical and unnecessary; Guatemala - Secretariat contact established with new NMA; Chile - strong local interest, companies concerned to follow-up; Venezuela - companies to follow up; Mexico - little local interest.

2.6 Offered assistance to researchers at University of Lancaster with possible study on the tobacco industry in East Africa.

3. DAC (met April 30, Brussels; July 1, Oxfordshire; next meeting September 2, Hamburg)

3.1 Initial research completed, evaluation of information underway for study on advertising restrictions in Scandinavia by independent institute.

3.2 Advertising Documentation book completed and distributed to NMAs, member companies, international advertising associations.

3.3 Smoking Issues Status Book, compilation of marketing restrictions around the world, completed and numbered copies distributed to NMAs, member companies, international advertising associations. First mailing of up-dated pages to recipients completed.

a little credit to RJRC/TLW in a letter to us would have been appreciated

3.4 Selected and briefed agency for design, writing and production of "starter pack" of materials to promote right to advertise. To be distributed in November to NMAs at Workshop, international advertising associations, member companies.

3.5 Continued contacts with EAAA and allied organizations. Attended meeting of EAAA Tobacco Committee, May 20, Madrid, and distributed "Advertising Documentation" book.

EAAA Tobacco Steering Committee re-formed, including P. Schuler, M. Covington, H. Holker. Met on June 10 in London. Designed plan for international coordination of action. Agreed position paper on advertising of tobacco products to be used by EAAA.

4. EC Task Force (no meeting held)

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5. Secretariat (in addition to work related to committee projects)

5.1 Information Services

5.1.1 Handled approximately 35 requests for factual information. Made several referrals to member companies due to insufficient information in Secretariat.

5.1.2 Sent out first issue of fortnightly "Information Release". Format and content to be refined gradually when trained staff available.

5.1.3 Sent mailings/telexes on various subjects to NMAs and member companies (see Appendix I)

5.1.4 Engaged knowledgeable EC consultant to provide information on EC matters. Periodic reports to European NMAs and member companies to be initiated shortly.

5.1.5 Agreed partial funding of study on international organization to be completed in September and distributed to member companies. (DCG members briefed)

5.1.6 Completed thorough review of CMP recommendations on Information System; visited equipment suppliers; visited member company, NMA with semi-computerized systems. Preparing revised plan for INFOTAB system to be proposed to Board of Directors.

5.2 NMAs

5.2.1 Wrote to new Greek NMA to establish contact. No reply received. Requested member company follow-up.

5.2.2 Awaiting reply from letter sent February 17 to NMA in Bangladesh to set up contact with INFOTAB.

5.2.3 M. Covington made visits to NMAs in Norway and U.K.; A. Corti visited NMAs in U.K. and Germany.

5.2.4 Wrote to NMAs about Workshop, November 2-5. Prepared program to be sent to NMAs with second memo on Workshop early July. Engaged services of congress organizer.

5.3 Personnel

5.3.1 Hired: Manager of Administration, G. van Marcke, June 15; Documentalist (Librarian), R. Kettlewell, July 15; permanent Secretary for administration, M. Poitevin, April 1; Secretary for Information Services, L. Grogg, May 18; permanent Secretary for Secretary General, F. Deroulez, June 1; Receptionist/Typist, M. Levitt, May 11.

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5.3.2 Temporary Clerk/Typist, D. Gethin, left April 30. Temporary Secretary to Secretary General left May 27. Secretary for Information Services, engaged April 6 was released May 15 due to weak skills and experience.

5.3.3 Search continues for two Analysts and Clerk/Typist.

5.3.4 Initiated search for Deputy Secretary General, June 26.

5.3.5 Continued contacts with member companies regarding Regional Coordinator.

5.3.6 Instituted lunch allowance for employees at cost of 200 BF (US$ 5.25) per work day present per employee. Employee receives net non-taxable amount of 156 BF (US$ 4.00).

5.4 Charter Revisions and Expansion of Membership

5.4.1 Awaiting replies from members of Board of Directors to telex June 23 re final Charter revisions requested by R.J. Reynolds and Imperial. Plan to hold Extraordinary General Meeting by proxy at DAC meeting September 2.

5.4.2 Awaiting comments and/or statement of agreement from some members on various points in "Expansion of Membership" paper.

5.5 Administration

5.5.1 Name change published in Moniteur Belge April 30; copies sent to members.

5.5.2 Pursuing move to larger offices at 10 rue Montoyer. Half of 7th floor available on sublet immediately; second half November 1. Tenant on 7th floor agreed to sublet 7th floor in two stages for short period. Completing negotiations with landlord's agent for new lease for whole 7th floor effective January 1, 1982 and cancellation of lease for present office on 1st floor.

5.5.3 Security equipment installed May 5.

5.5.4 Preparing Budget report to cover actual expenses and receipts 1st half 1981 and estimated expenditures 2nd half 1981. Will be sent to committee chairmen, to help them plan revised expenses 2nd half, if necessary, and prepare 1982 budgets.

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5.6 Board Meeting - October 4-6

5.6.1 Chairing company sent letter June 16 to participants. Fact sheet to be returned to Chairing company by August 3.

5.6.2 Draft agenda to be mailed by Secretariat to Board members week of July 6.

5.7 Other

5.7.1 Convened meeting of committee chairmen, chairing company to review committee priorities, projects, timetables and propose restructuring of INFOTAB work. Consensus report from meeting to be sent to Board of Directors week of July 6.

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Appendix I

MAILINGS TO NMAs

(with copies to members of relevant committees)

Numbered mailings (to all NMAs)

Date	N°	Subject
April 7	44	"The Causes and Effects of Smoking"
April 7	45	Report on Smoking Workshop at French Symposium
April 14	46	Smoking Issues Status Book
April 15	47	Council of Europe Health Ministers' Meeting (to European NMAs)
April 21	48	Belgium - Legislation on Restrictive Marketing and Advertising (to EC NMAs)
April 22	49	Surgeon General Report
May 13	50	Conference on "Health Education and the Media", Edinburgh, March 24-27, 1981
May 20	51	Advertising Documentation Book
June 23	51bis	Advertising Documentation Book - Errata
May 22	52	Report on Legislative Action to Reduce Smoking
May 22	53	U.S. Government Publication of CO content
June 22	54	Materials from Conference on Consumer Policy
June 24	55	Responses to Hirayama Report on Passive Smoking
June 26	56	Government Relations
June 29	57	Up-dating of Smoking Issues Status Book

Unnumbered mailings/telexes

Date	Subject
April 3	Sports Sponsorship (to European NMAs by telex)
April 29	Rescheduling of Garfinkel Report (selected NMAs)
June 2	Latin American Cancer Congresses (to Latin American NMAs)
June 11	Smoking and Social Behaviour (to NMAs in LDCs)
June 11/12	Tobacco Institute (U.S.) Press Releases re Passive Smoking (to all NMAs by memo or by telex)
June 22	Garfinkel Report on Passive Smoking (to all NMAs by memo or by telex)

Information Releases

June 10 Information Release N° 1

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